EDO

Know What Works

NFL TV OUTCOMES REPORT

August 2025

TABLE OF CONTENTS

Why the NFL is TV's MVP: The Proof is in the Outcomes

With 72 of the top 100 most-watched telecasts last year, few plays in advertising are as reliable as a well-placed spot in an NFL game. This year's EDO NFL TV Outcomes Report confirms that those ads both reach enormous audiences and drive meaningful consumer action — proven and predictive of business results.

The NFL is a performance powerhouse in the middle of the funnel. **A single ad during the 2024 NFL regular season delivered the same brand search engagement as 23 ads on broadcast or cable TV.** That number jumped to 109 during the playoffs and a staggering 1,056 during Super Bowl LIX.

Here at NBCUniversal, "Sunday Night Football" celebrated its 14th consecutive year as the most-watched show in primetime. Meanwhile, **ads that aired during our Peacock-exclusive NFL game last season were 116% more effective at driving consumer engagement** than those during the average broadcast and cable primetime program. With another Peacock-exclusive NFL game ahead in Week 17 – as well as simulstreams of all NFL games on NBC, including Super Bowl LX in February 2026 — the NFL at NBCUniversal will continue to deliver an unparalleled combination of massive scale and instant impact across linear and streaming platforms this season.

We often work in consultation with our advertisers to help them maximize the value of every impression. Our proprietary Creative Ad Engine leverages EDO's data — among other sources — to understand which elements of a creative truly move the needle with consumers. EDO's insights in this report further underscore that it's not just where you show up — it's how. When marketers deliver the right message to the right audience at the right moment, quite simply, their business grows.

At NBCUniversal, we're proud to bring marketers the most premium media environment in sports, and we believe in supporting that value with outcomes. That's why we partner with EDO to measure the impact of all our NFL campaigns on NBC. The annual EDO NFL TV Outcomes Report provides a wide range of insights that will help marketers and broadcasters take every creative into the end zone this season. This playbook is packed with actionable insights based on standout brands, creatives and categories — and a must-read ahead of this season's NFL Kickoff on September 4, 2025, on NBC and Peacock.

> " **EDO's insights in this report further underscore that it's not just where you show up — it's how."**

Gina Reduto
EVP, Strategy, Advertising & Partnerships, NBCUniversal

NBCUniversal

4 Key Takeaways from the 2024-25 NFL Season

NFL Remains Convergent TV's Crown Jewel

There's a reason NFL games are TV's most premium ad inventory. The average spot during a 2024 regular-season game **generated the same ad impact as 23 ads during the average TV program.** That number jumped to 109 for the first three rounds of the 2025 playoffs and a **staggering 1,056 for the Super Bowl.**

Streaming NFL Games Deliver Powerful Engagement

Streaming-exclusive games were a hit. Ads during these games were 66% more effective than the broadcast and cable average this past regular season. Amazon's Black Friday NFL game, Netflix's Christmas Day slate, and Peacock's Week 1 broadcast from Brazil were all big winners.

Restaurants, Lux Auto, and Finance Brands Win Big

NFL ads were far more effective for Restaurant, Luxury Auto, and Banking & Finance brands than ads in these categories that ran elsewhere on TV. **Restaurant ads were 69% more effective when they ran during regular-season games** than the average Restaurant ad on TV. Luxury Auto brands outperformed their TV benchmark by 42%, Banking & Finance brands by 27%.

NFL Stars Drive TV Outcomes for Brand Partners

Football stars boosted ad effectiveness throughout the season. Spots featuring a player were 13% more likely to generate engagement during NFL games than those without. **Standout endorsers include wideout Davante Adams, whose Taco Bell ads outperformed the average NFL ad by 124%,** as well as Travis Kelce and Pat Mahomes of the Kansas City Chiefs.

Brands Thrive on the Gridiron — All Season Long

NFL games outperformed the average broadcast and cable program for advertisers, from the regular season all the way through the Super Bowl. Solo Stove was the league's most effective advertiser, with ads that were 1,403% more likely to generate online engagement than the league average. Polestar, JCPenney, and Taco Bell were also highly effective.

Ad Effectiveness Ranking

Brand	Ad Effectiveness %
Solo Stove	+1,403%
Mint Mobile	+792%
Coldwell Banker	+456%
Polestar	+442%
JCPenney	+429%
Taco Bell	+401%
Arby's	+372%
GMC	+368%
IHOP	+352%

*READ AS: Brand was x% more effective than the average regular-season advertiser.

NFL Brand Performance Matrix

HIGH ENGAGEMENT
LOW INVESTMENT

HIGH ENGAGEMENT
HIGH INVESTMENT

LOW ENGAGEMENT
LOW INVESTMENT

LOW ENGAGEMENT
HIGH INVESTMENT

Winning Strategies

solo stove

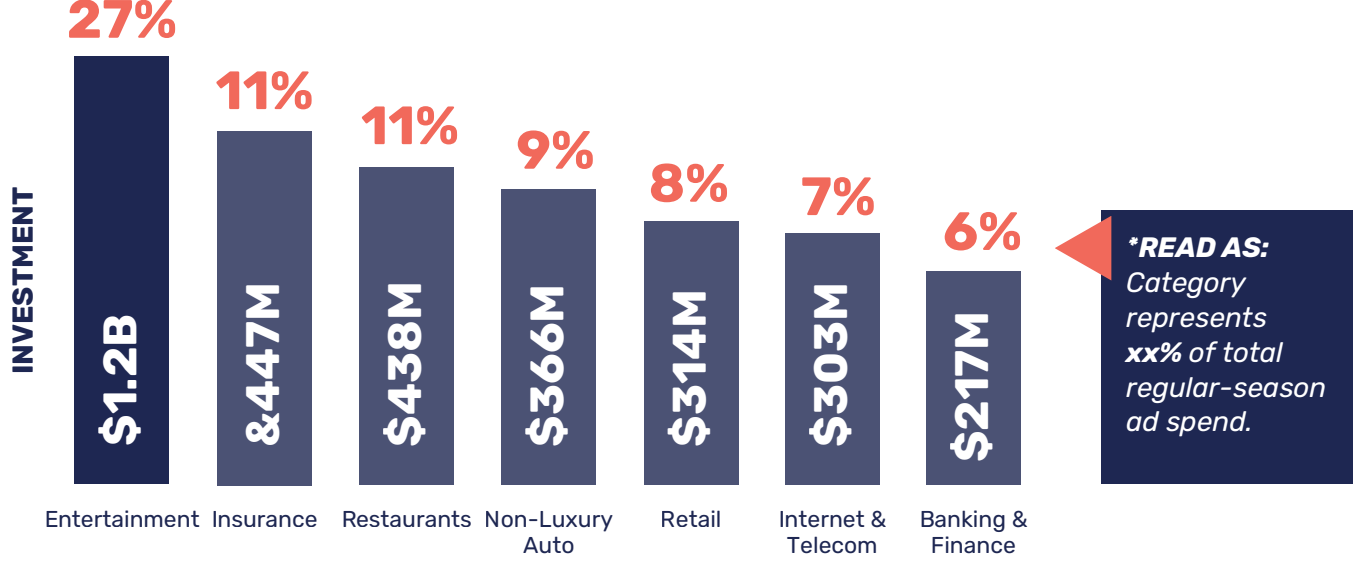**+1,403%** more effective*

The fire pit brand Solo Stove topped our ad effectiveness rankings via a self-aware partnership with Snoop Dogg that featured an over-the-top sales pitch it calls "blunt marketing."

Investment per Category

Category	Investment	%
Entertainment	$1.2B	27%
Insurance	&447M	11%
Restaurants	$438M	11%
Non-Luxury Auto	$366M	9%
Retail	$314M	8%
Internet & Telecom	$303M	7%
Banking & Finance	$217M	6%

*READ AS: Category represents xx% of total regular-season ad spend.

1 ad during 2024 regular season

has same impact as

23 average ads on broadcast and cable TV

550 total advertisers during 2024 regular season

Key Stats: 2024-25 NFL Season

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REG. SEASON 9/5/24 - 1/5/25	$3.9B	186B	+19%
PLAYOFFS 1/11/25 - 1/26/25	$676M	43.8B	+63%
SUPER BOWL LIX 2/9/25	$646M	10.4B	+243%

*READ AS: Ads aired during this programming were x% more effective than the primetime average.

Streaming Exclusives Bring Ad-Performance Lift

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The combination of the NFL's exciting action and streaming's highly engaging environment paid huge dividends for streamers and their advertising partners. Peacock's Week 1 broadcast from Brazil, Amazon's Black Friday NFL game, and Netflix's Christmas Day slate all provided sizable gains for advertisers — **above and beyond the NFL's already strong performance.**

NFL ads during streaming-exclusive games were **66% more effective** than the broadcast and cable average.

peacock

▶ Peacock broadcasted a Week 1 contest from Brazil featuring the Packers and the Eagles. The Eagles won the game and went on to capture the Super Bowl, and **the game's ads were 78% more likely to generate consumer engagement than those during the average NFL broadcast.**

amazon prime video

▶ Amazon added a 2025 Wild Card playoff game to an NFL slate that already included Thursday Night Football and the Black Friday game. **Ads during this year's Black Friday matchup were 51% more effective than the average ad during Thanksgiving NFL games.**

NETFLIX

▶ **Netflix's first Christmas Day NFL games delivered for brands, particularly those in Entertainment and Pharma.** Ads were 84% and 70% more effective, respectively, than the same categories' ads during competitive 2024 NFL games.

NFL's Celebrity Endorsers Boost Ad Effectiveness

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Brands worked to improve their results by featuring a host of current and former NFL stars in their advertising. We found that ads featuring football players were 13% more effective than ads without them during the NFL regular season. One breakout star was wide receiver Davante Adams, who signed with the Los Angeles Rams during the 2025 offseason. **Adams' ads for Taco Bell were 124% more effective than the league average this past season.**

Effective NFL Endorsers

Ads featuring current or former football players were **13% more effective** than ads without them.

CURRENT NFL PLAYERS

Travis Kelce +37%

LOWE'S · PEPSI · SUBWAY

+124%

TACO BELL

Patrick Mahomes +21%

adidas · DICK'S SPORTING GOODS · State Farm · SUBWAY

READ AS: Ad is **xx%** more effective than the average NFL ad during 2024 regular season.

OTHER CELEBRITIES

Andy Reid +63%

SNICKERS · State Farm

Snoop Dogg +18%

solo stove · T Mobile

Shohei Ohtani +78%

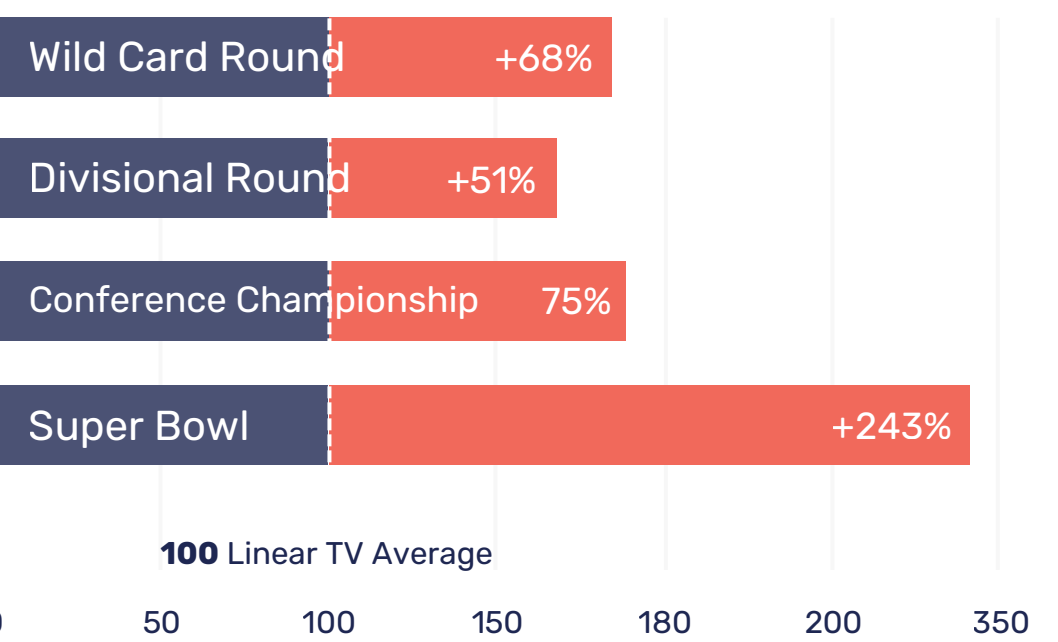new balance

Playoffs Deliver Big for Advertisers

One surprising finding from our data is that ad effectiveness didn't grow with each successful playoff round. In fact, **ads during the Wild Card Round were 11% more effective than those during the Divisional Round** and just 4% less effective than those during the NFC and AFC Conference Championship Games. However, effectiveness increased dramatically during Super Bowl LIX.

Top Playoffs Advertisers by Ad Effectiveness

Brand	Ad Effectiveness %
Outback Steakhouse	+528%
Buffalo Wild Wings	+501%
The Farmer's Dog	+438%
Burger King	+402%
Taco Bell	+350%
McDonald's	+316%
Pizza Hut	+301%
USA	+300%
Verizon	+294%
Papa Johns Pizza	+288%

READ AS: Brand was **xx%** more effective than the average 2024-25 NFL Playoffs advertiser.

Ad Effectiveness

Wild Card Round +68%

Divisional Round +51%

Conference Championship 75%

Super Bowl +243%

100 Linear TV Average

0   50   100   150   180   200   350

READ AS: Ads were **xx%** more effective than the average ad on braodcast & cable TV.

Playoffs Deliver Massive Ad Impact

WILD CARD 81

DIVISIONAL 111

CHAMPIONSHIP 218

SUPER BOWL 1,055

1 ad during this game generated the same impact as X number of ads during the average broadcast or cable program.
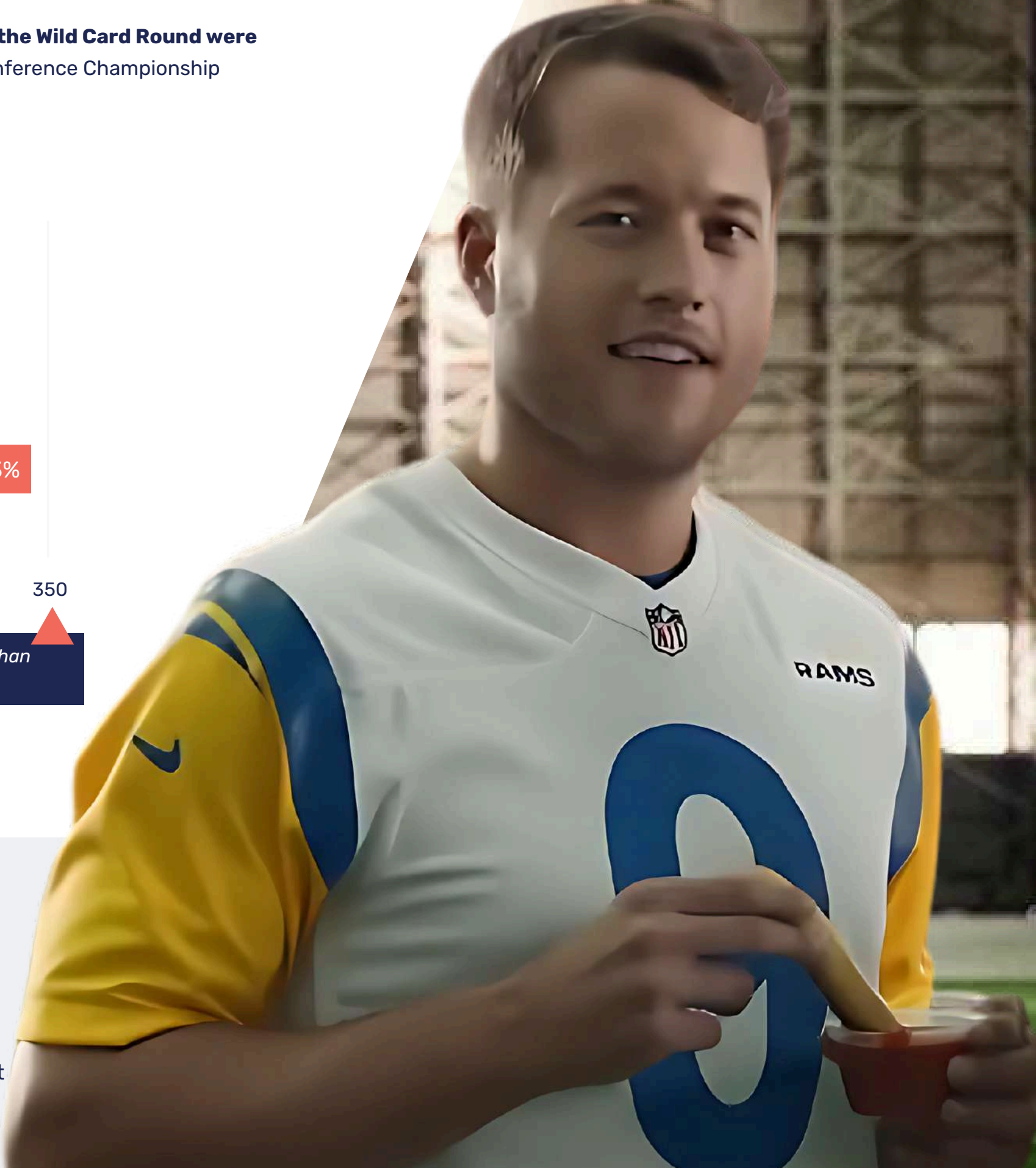
Alcohol Brands Seek To Pour on the Engagement

NFL fans were more engaged with liquor brands than beer or wine advertisers this past season, with liquor brands claiming the top four spots on our list of most effective Alcohol advertisers. **Smirnoff was the industry's most effective NFL advertiser for the second year in a row**, outperforming the category's average NFL advertiser by 421%.

Ad Effectiveness Ranking

	Brand	Change YoY
1	**Smirnoff**	⊖
2	Crown Royal	⌃ +10
3	Patrón	⌃ +7
4	Jameson	⌃ +5
5	Modelo	⌄ -2
6	Bud Light	⌄ -4
7	NUTRL Vodka Seltzer	NEW*
8	Corona	⌄ -2
9	Barefoot	⌄ -4
10	Miller Lite	⌄ -3

*READ AS: Brand did not run enough airings to be included in our rankings for the 2023 NFL season.

Winning Strategies

SMIRNOFF

+421% more effective*

For the second year in a row, Smirnoff, the NFL's official vodka sponsor, was the top-performing brand in its category, outperforming the average NFL Alcohol ad by 421%. Smirnoff's success was powered in part by its "We Do Game Days" spot, which outperformed NFL ads across all categories by 150% during the 2024 regular season.

Crown Royal

+286% more effective*

Crown Royal jumped 10 spots to claim the No. 2 slot in the Alcohol category thanks to a new campaign that encouraged fans to track the location of a semi-truck carrying two enormous whiskey barrels to NFL tailgates. Ads in this campaign were 1,495% more effective than the category average for the regular season.

*Than the category's regular-season average.

Most Effective Creatives

#	Brand	Creative	Effectiveness
1	Crown Royal	*The Royal Rig* :15	**+1,495% more effective*** Airings: 6
2	SMIRNOFF	*We Do Game Days ft. Anthony Anderson* :15	**+421% more effective*** Airings: 10
3	Corona	*Palm Tree Christmas* :15	**+330% more effective*** Airings: 16
4	Modelo Especial	*Bring the Flavor* :15	**+248% more effective*** Airings: 11
5	JAMESON IRISH WHISKEY	*Secrets of Black Barrel* :15	**+220% more effective*** Airings: 11

*READ AS: Creative was **x%** more effective than the average Alcohol ad during the 2024 NFL regular season.

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	$153M	11B	-4%
POST SEASON	$23M	1.9B	+9%

*READ AS: Ads during NFL programming were **x%** more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.

Financial Services Brands Bank on NFL TV Outcomes

When it comes to NFL advertising, the Banking & Finance industry is in the black. Fans were 27% more likely to engage with Banking & Finance ads during regular-season NFL programming than elsewhere on TV — and 47% more likely during the playoffs. **The big winner was SoFi, which climbed six spots from 2023 to claim the top spot as the category's most effective NFL advertiser.**

Ad Effectiveness Ranking

	Brand	Change YoY
1	**SoFi**	⌃ +6
2	Intuit TurboTax	NEW*
3	PayPal	NEW*
4	American Express	⌃ +1
5	Experian	⌃ +5
6	Navy Federal Credit Union	⊖
7	Discover	⌄ -4
8	Capital One	⌃ +1
9	Charles Schwab	⌄ -1
10	Intuit Quickbooks	⌃ +4

***READ AS:** Brand did not run enough airings to be included in our rankings for the 2023 NFL season.

Winning Strategies

SoFi   **+147%** more effective*

SoFi's "Game Changers Challenge" campaign featured the L.A. Chargers' Justin Herbert advocating for affordable youth sports programs, taking advantage of SoFi's sponsorship of the Chargers' stadium. Campaign ads were 179% more effective than the category's NFL average and 97% more effective than the average NFL ad across all categories.

AMERICAN EXPRESS   **+38%** more effective*

American Express appealed directly to NFL fans by running ads showcasing gameday benefits exclusive to Amex cardholders, such as dedicated stadium entrances and a digital entertainment credit that can go toward purchasing game access on streaming platforms. NFL fans responded: Amex ads were 311% more effective than the category's NFL average.

*Than the category's regular-season average.

Most Effective Creatives

		Brand	Creative	Effectiveness
1		Capital One	*Holiday Night Fever ft. John Travolta :30*	**+354%** more effective* Airings: 10
2		PayPal	*Pay Everywhere ft. Will Ferrell :30*	**+300%** more effective* Airings: 19
3		chime	*Any Day Can Be Payday :30*	**+267%** more effective* Airings: 5
4		SoFi	*Generational Support ft. Justin Herbert :30*	**+147%** more effective* Airings: 7
5		intuit turbotax	*Tax Break Up :30*	**+151%** more effective* Airings: 14

***READ AS:** Creative was **x%** more effective than the average Banking & Finance ad during the 2024 NFL regular season.

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	$217M	9.7B	+27%
POST SEASON	$53M	3.3B	+47%

***READ AS:** Ads during NFL programming were x% more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.

NFL ADS: CPG FOOD & BEVERAGE

Food & Beverage Brands Sip and Say, "Ah..."

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Snacks, soda, and football were once again the perfect combination. Advertisers in the Food & Beverage category were 8% more effective during NFL programming than they were elsewhere on TV, with post-season play delivering a 34% engagement lift. **The category was dominated by sports and soft drinks, with Gatorade, Pepsi, Mountain Dew, Coca-Cola, Dr Pepper, and Red Bull all cracking the top 10.**

Ad Effectiveness Ranking

	Brand	Change YoY
1	M&M's	⌃ +1
2	Gatorade	NEW*
3	Pepsi	⌃ +5
4	Mountain Dew	NEW*
5	Coca-Cola	⌃ +6
6	Dr Pepper	⌃ +6
7	Campbell's	⊖
8	Red Bull	⌄ -4
9	Tostitos	⌄ -3
10	Hellmann's	NEW*

*READ AS: Brand did not run enough airings to be included in our rankings for the 2023 NFL season.

Winning Strategies

PEPSI **+145%** more effective*

Pepsi scored big via a co-marketing campaign with the film *Gladiator II*. The ads featured NFL stars Josh Allen, Derrick Henry, Justin Jefferson, and Travis Kelce battling tigers in the Roman Colosseum, with Megan Thee Stallion presiding over the games. The ad was 277% more effective than the NFL's regular-season average and 500% more effective than category's NFL average.

Coca-Cola **+108%** more effective*

Coca-Cola improved six spots in the rankings, coming in at No. 5, by taking advantage of the cultural interest in artificial intelligence, using AI to generate all imagery for its iconic holiday ad. The campaign generated 177% stronger engagement than the average regular-season NFL ad across all categories.

*Than the category's regular-season average.

Most Effective Creatives

		Brand	Creative	
1		PEPSI	*We Will Rock You - Gladiator II v2* :30	**+500%** more effective* Airings: 16
2		m&m's	*Fainting Santa* :15	**+436%** more effective* Airings: 7
3		GATORADE	*Rehydrate, Replenish, Refuel (Football)* :15	**+194%** more effective* Airings: 17
4		Coca-Cola	*The Holiday Magic Is Coming* :30	**+177%** more effective* Airings: 30
5		Mountain Dew	*Pick Up Game* :15	**+174%** more effective* Airings: 11

*READ AS: Creative was **x%** more effective than the average Food & Beverage ad during the 2024 NFL regular season.

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	$121M	7B	+8%
POST SEASON	$21M	1.9B	+34%

*READ AS: Ads during NFL programming were x% more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.

Consumers were 13% more likely to engage with Home & Personal Care advertisers during the regular season than they were with the same brands elsewhere on TV. Hims took the top spot in our rankings, up an impressive 11 spots from the 2023 season. Meanwhile, Dior, Swiffer, Tide, and Downy all made appearances after not airing often enough to make our rankings last year.

Ad Effectiveness Ranking

	Brand	Change YoY
1	**Hims**	⌃ +11
2	Dior	NEW*
3	Chanel	⌃ +5
4	Gillette	⌄ -3
5	Old Spice	⌄ -3
6	Invisalign	⊖
7	Oral-B	⌄ -4
8	Swiffer	NEW*
9	Tide	NEW*
10	Downy	NEW*

***READ AS:** Brand did not run enough airings to be included in our rankings for the 2023 NFL season.*

Winning Strategies

hims

+625% more effective*

Hims jumped 11 spots in the engagement rankings to become the top performer in the category. The No. 1 performance was driven by Hims taking advantage of the boom in GLP-1 weight-loss medications. Hims' ads for its subscription GLP-1 delivery service outperformed its other ads by 60%.

Gillette

+194% more effective*

Gillette's "Gillette Labs" campaign was nearly three times as effective as the category average, making it the top-performing NFL campaign among CPG Home & Personal Care brands. The campaign also outperformed the average NFL ad by 256% across all advertisers.

Than the category's regular-season average.

Most Effective Creatives

		Brand	Creative	Effectiveness
1		Eroxon	*Introducing Eroxon* :15	**+3,606%** more effective* Airings: 6
2		hims	*Weight Loss Treatments from $69/Mo* :15	**+947%** more effective* Airings: 6
3		Dior	*What Would You Do for Love?* :15	**+617%** more effective* Airings: 5
4		Old Spice	*Sweaty Sweetie* :15	**+401%** more effective* Airings: 7
5		CHANEL	*Journey ft. Margot Robbie & Jacob Elordi* :15	**+358%** more effective* Airings: 5

***READ AS:** Creative was **x%** more effective than the average Home & Personal Care ad during the 2024 NFL regular season.*

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	**$83M**	**5.4B**	**+13%**
POST SEASON	**$14M**	**1.2B**	**+14%**

***READ AS:** Ads during NFL programming were x% more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.*

Insurance Brands Protect Their Performance

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Insurance remained one of the largest and best-performing categories in all of NFL advertising. Regular-season ads were 19% more effective than the average Insurance ad on broadcast and cable TV — and an impressive 56% more effective during the post season. Major insurance brands like Aflac, State Farm, GEICO, Allstate, Progressive, and Liberty Mutual stayed in the top 10 for NFL ad engagement.

Ad Effectiveness Ranking

	Brand	Change YoY
1	**Aflac**	⌃ +5
2	USAA	—
3	State Farm	⌃ +1
4	Healthcare.gov	⌄ -2
5	GEICO	⌃ +3
6	Allstate	⌃ +1
7	Progressive	⌄ -2
8	Nationwide	NEW*
9	Liberty Mutual	⌄ -6
10	Amica Mutual	NEW*

*READ AS: Brand did not run enough airings to be included in our rankings for the 2023 NFL season.

Winning Strategies

Aflac

+310% more effective*

Aflac generated interest by tapping two football legends — the trash-talking Hall of Fame cornerback and University of Colorado coach Deion Sanders, and the stern Nick Saban, formerly of the University of Alabama. The unlikely pair appeared in Aflac's "Name, Injury, Likeness" campaign, outperforming the average regular-season NFL ad by 137%.

GEICO.

+4% more effective*

Nostalgia drove results for GEICO, which brought back its 2000s Neanderthal pitchmen to great success. This time around, the GEICO caveman sat alongside ESPN commentators Chris Fowler and Louis Riddick, breaking down replays of referees calling penalties. The "Fairest Calls" creative was 326% more effective than the average NFL ad during the regular season.

THE CAVEMAN

*Than the category's regular-season average.

Most Effective Creatives

	Brand	Creative	Effectiveness
1	GEICO.	Fairest Calls :30	+859% more effective* — Airings: 9
2	USAA	Director ft. Sam Elliott & Rob Gronkowski (NFL) :15	+849% more effective* — Airings: 19
3	Aflac	NIL Deals ft. Deion Sanders & Nick Saban :30	+434% more effective* — Airings: 5
4	PROGRESSIVE	Robbed :30	+329% more effective* — Airings: 5
5	State Farm	Nightmare :30	+212% more effective* — Airings: 5

*READ AS: Creative was *x%* more effective than the average Insurance ad during the 2024 NFL regular season.

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	$447M	17.9B	+19%
POST SEASON	$89M	4.9B	+56%

*READ AS: Ads during NFL programming were *x%* more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.

Luxury Auto Rides In Style with NFL Advertising

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Luxury Auto advertisers found great success with NFL audiences during the 2024 season, outperforming their average TV ads in the regular season and playoffs by 42% and 62%, respectively. Polestar took the checkered flag, jumping four spots from the previous year, while Infiniti, Range Rover, and Volvo joined the category's top 10 after not featuring in our rankings in 2023.

Ad Effectiveness Ranking

	Brand	Change YoY
1	**Polestar**	⌃ +4
2	Defender	⌃ +5
3	Infiniti	NEW*
4	Range Rover	NEW*
5	Volvo	NEW*
6	Lexus	⌄ -5
7	Mercedes-Benz	⌄ -1
8	Genesis Motors	⌄ -5
9	Acura	⊖
10	BMW	⌄ -2

***READ AS:** Brand did not run enough airings to be included in our rankings for the 2023 NFL season.*

Winning Strategies

Polestar   **+141%** more effective*

The best time of a Polestar owner's day, it turns out, is the calming bliss they feel when driving their Polestar. Ads in the brand's "The Best Time of Day" campaign outperformed the NFL average by 440%.

VOLVO   **+19%** more effective*

Volvo debuted in the top 10 rankings on the strength of its campaign for the XC60 Black Edition. Ads for the sleek, all-black SUV were 325% more effective than the typical NFL ad during the regular season and 89% more effective than the average for the luxury automotive category.

*Than the category's regular-season average.

Most Effective Creatives

	Brand	Creative	Effectiveness
1	Polestar	*Polestar 3 – The Best Time of Day* :15	**+140%** more effective* Airings: 10
2	DEFENDER	*The Journey (V1 – Rhino Rescuer* :30	**+115%** more effective* Airings: 8
3	DEFENDER	*Above and Beyond Land (V2)* :30	**+63%** more effective* Airings: 5
4	INFINITI	*QX 80–Premonition* :30	**+59%** more effective* Airings: 5
5	RANGE ROVER	*Ranger Rover Sport – Velocity Blue* :30	**+23%** more effective* Airings: 9

***READ AS:** Creative was **x%** more effective than the average Luxury Auto ad during the 2024 NFL regular season.*

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	**$78M**	**3.2B**	**+42%**
POST SEASON	**$15M**	**835M**	**+62%**

***READ AS:** Ads during NFL programming were **x%** more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.*

NFL ADS: NON-LUXURY AUTOMOTIVE

Non-Luxury Auto Brands Hit Cruise Control

Non-Luxury Auto ads performed about as well during NFL matchups as they did elsewhere on TV, but some brands used the country's most-watched sports league to great effect. **GMC led all category advertisers with ads that were 189% more effective** than the average Non-Luxury Auto brand during the NFL. Kia and Volkswagen joined GMC in posting performance that was at least twice as good as the category's NFL average.

Ad Effectiveness Ranking

	Brand	Change YoY
1	**GMC**	⌃ +8
2	Kia	⌃ +2
3	Volkswagen	⌃ +4
4	Toyota	⌄ -3
5	Nissan	⌃ +6
6	Hyundai	⌄ -3
7	Honda	⌃ +3
8	Ford	⊖
9	Jeep	⌄ -4
10	Chevrolet	⌄ -4

Winning Strategies

GMC

+189% more effective*

GMC used the NFL season to showcase the 2024 Hummer EV, whose "crabwalk" feature allows the car to move sideways and diagonally. The innovation resonated with consumers, driving 188% stronger engagement than the category average and making it the most effective Non-Luxury Automotive campaign.

VW

+107% more effective*

Volkswagen had a huge hit with its "A Life Half Full" campaign for its ID. Buzz, a contemporary, all-electric spin on its iconic van. "A Life Half Full" had three of the highest-performing creatives for Non-Luxury Automotive brands, and overall, the brand's ads were more than twice as effective as the average ad in the category.

*Than the category's regular-season average.

Most Effective Creatives

	Brand	Creative	Effectiveness
1	GMC	Push the Button V2 :30	+506% more effective* — Airings: 22
2	KIA	2025 K4 - You Can't Look Away :30	+297% more effective* — Airings: 9
3	Hyundai	Santa Fe - The Drop :30	+188% more effective* — Airings: 13
4	Toyota	Team Training ft. Eli Manning :30	+162% more effective* — Airings: 6
5	NISSAN	2024 Heisman House - Genuine Alligator :30	+76% more effective* — Airings: 5

*READ AS: Creative was **x%** more effective than the average Non-Luxury Auto ad during the 2024 NFL regular season.

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	$366M	12.5B	-2%
POST SEASON	$61M	3.4B	+6%

*READ AS: Ads during NFL programming were **x%** more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.

Restaurants Dine Out on NFL Advertising

It was good eating this year for Restaurant brands. The category feasted all season long, with ads that were 69% more effective than Restaurant ads elsewhere on TV. **Playoff ads were even more effective, driving 143% greater per-person, per-second engagement than the average restaurant TV ad.** Taco Bell won the unofficial eating contest, improving 11 spots to reach No. 1. McDonald's rounded out the top 10 by posting significant gains on the back of its return to value-based marketing.

Ad Effectiveness Ranking

	Brand	Change YoY
1	**Taco Bell**	⌃ +11
2	Arby's	⌃ +9
3	IHOP	⌃ +1
4	Outback Steakhouse	NEW*
5	KFC	⌃ +10
6	Popeyes	⌄ -1
7	Chili's	⌄ -6
8	Pizza Hut	⌃ +8
9	Chick-fil-A	⌄ -5
10	McDonald's	⌃ +8

*READ AS: Brand did not run enough airings to be included in our rankings for the 2023 NFL season.

Winning Strategies

TACO BELL

+127% more effective*

Taco Bell took direct aim at its burger-chain competitors with the launch of its Crispy Chicken Nuggets. The campaign for the new menu item even acknowledged nuggets were atypical of Taco Bell, underlining viewers not to be "nuggative" and give them a try. Try they did — the nugget ads outperformed the average regular-season NFL ad by 505%.

KFC

+92% more effective*

Chicken was a popular item for successful fast-food advertisers this past NFL season, as KFC used the games to promote its new, original-recipe chicken tenders. The campaign yielded positive results, outperforming the average NFL ad by 324% across all categories.

*Than the category's regular-season average.

Most Effective Creatives

	Brand	Creative	Effectiveness
1	POPEYES	*A Change We Can Appreciate* :15	+373% more effective* Airings: 8
2	McDonald's	*Can I Please Have a Chicken Big Mac* :15	+181% more effective* Airings: 5
3	KFC	*Legendary ft. Deion Sanders* :15	+176% more effective* Airings: 5
4	IHOP	*$6 House Faves - Student Driver* :15	+175% more effective* Airings: 14
5	Arby's	*$7 Double Meats* :15	+161% more effective* Airings: 10

*READ AS: Creative was **x%** more effective than the average Restaurant ad during the 2024 NFL regular season.

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	$438M	26.9B	+69%
POST SEASON	$79M	6.6B	+143%

*READ AS: Ads during NFL programming were **x%** more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.

Retailers Shop for Consumer Engagement

Retail ads are strong all across TV, and category advertisers matched their performance during NFL programming this past season. **JCPenney was the category's top performer, claiming the No. 1 spot with NFL ads that were 189% more effective than the category average.** Other strong performers include L.L. Bean, Sleep Number, and Old Navy.

Ad Effectiveness Ranking

	Brand	Change YoY
1	**JCPenney**	⌃ +4
2	L.L.Bean	⌃ +7
3	Sleep Number	⊖
4	Old Navy	⌃ +2
5	Walmart	⌃ +11
6	Target	⌃ +7
7	Dick's Sporting Goods	⌄ -5
8	Macy's	⌃ +7
9	Etsy	NEW*
10	Best Buy	⌃ +2

*READ AS: Brand did not run enough airings to be included in our rankings for the 2023 NFL season.

Winning Strategies

Walmart   **+56%** more effective*

Big-box retailers fared well this NFL season, with Walmart ranking fifth in the category in terms of ad effectiveness. Walmart's most effective ad featured former *One Tree Hill* heartthrob Chad Michael Murray giving consumers a pep talk to shop on Cyber Monday. That ad was 607% more effective than the average regular-season ad across all categories.

TARGET   **+49%** more effective*

Target rode the success of its Circle Week campaign to reach No. 6 in the retail rankings. The retailer ran a campaign featuring a mock sports commentary panel extolling the virtues of Target's Circle Week sales. The campaign generated 173% stronger engagement than the average NFL ad.

*Than the category's regular-season average.

Most Effective Creatives

#	Brand	Creative	Effectiveness
1	Walmart	*Locker Room Pep Talk ft. Chad Michael Murray* :30	+286% more effective* / Airings: 6
2	macy's	*2024 Gift Guide Curated Black Friday* :30	+170% more effective* / Airings: 7
3	L.L.Bean	*Shop Holiday Gifts (10% Off)* :15	+155% more effective* / Airings: 5
4	TARGET	*Trident Pre-Circle Week* :15	+141% more effective* / Airings: 7
5	OLD NAVY	*Deals Are Popping* :15	+78% more effective* / Airings: 6

*READ AS: *Creative was x% more effective than the average Retail ad during the 2024 NFL regular season.*

Key Stats

	EST. SPEND	EST. IMPRESSIONS	AD EFFECTIVENESS*
REGULAR SEASON	$314M	15.7B	+3%
POST SEASON	$21M	1.2B	-23%

*READ AS: Ads during NFL programming were **x%** more likely to drive ad engagement on a per-second, per-person basis as compared to the category's average across broadcast and cable TV.

Super Bowl Winners? Practical Tech, Health Brands

Super Bowl LIX was marked by a blowout on the field and strong performance from practical technology and health advertisers during the commercial breaks. **Starlink's satellite wireless partnership with T-Mobile took top billing overall, with an ad that delivered 1,263% as much engagement as the Big Game average.** Poppi, Cirkul, and Hims & Hers stood out among health products. *Watch every ad and see our analysis at* **EDO.com/superbowl**

Top 10 Super Bowl LVIII Ads

*READ AS: This Super Bowl ad generated **x** as much engagement as the median-performing Big Game ad in 2024.*

#1 T-Mobile Wireless
You're Connected
T-Mobile and Starlink offer consumers free access to satellite-powered wireless phone service through July.
1,263% as much engagement*
T-Mobile

#2 RAM
Drive Your Own Story
Glen Powell takes a turn as Goldilocks in an ad touting a trio of Ram Trucks that are "just right."
848% as much engagement*
RAM

#3 Liquid Death
It's Safe for Work
Liquid Death encourages viewers to drink on the job. Its flavored still and sparkling water products, that is.
804% as much engagement*
Liquid Death

#4 Universal Pictures
How to Train Your Dragon
Universal Pictures' upcoming fantastical live-action adaptation of How to Train Your Dragon.
778% as much engagement*
UNIVERSAL

#5 Hims & Hers
Sick of the System
Hims & Hers offers more affordable access to weight-loss drugs, scored to Childish Gambino's "This is America."
771% as much engagement*
hims & hers

#6 He Gets Us
What is Greatness?
He Gets Us returns to the Super Bowl with a photo montage highlighting "what greatness really is."
678% as much engagement*
He Gets Us.

#7 Cirkul
You Got Cirkul
Adam Devine's AI assistant accidentally orders 100,000 Cirkul water bottles — and viewers can win one in a contest.
657% as much engagement*
Cirkul

#8 Jeep
Freedom
Harrison Ford encourages us to embrace freedom and chart our own path with Jeep's gas, hybrid, and electric autos.
637% as much engagement*
Jeep

#9 Poppi
Soda Thoughts
Poppi makes its pitch to soda drinkers who don't want a heavy, sugary, or overly caffeinated beverage. Featuring Jake Shane, Alix Earle, and Rob Rausch.
552% as much engagement*
poppi

#10 Universal Pictures
Jurassic World Rebirth
Scarlett Johansson and Mahershala Ali star in Jurassic World Rebirth, the latest in the popular franchise.
501% as much engagement*
UNIVERSAL

Super Bowl Ads by Ad Engagement Index

#	Ad	Index		#	Ad	Index
#11	Marvel Studios - Thunderbolts	491		#53	Salesforce - Gate Expectations	70
#12	Michelob Ultra - The Ultra Hustle	411		#54	NerdWallet - Genius Beluga	62
#13	Disney - Lilo & Sitch	408		#55	Coca-Cola - We Gonna Be Alright	57
#14	Cirkul - You Got Cirkul	347		#56	Uber Eats - A Century of Cravings	57
#15	MSC Cruises - Holiday	341		#57	Instacart - We Are Here	56
#16	Bud Light - Driveway	331		#58	Pfizer - Knock You Out	55
#17	Ray-Ban - Hey Meta	254		#59	Haagen-Dazs - Not so Fast, Not so Furious	54
#18	Dunkin' - The Bean Method	245		#60	DoorDash - DashPash Math	52
#19	Squarespace - A Tale as Old as Websites	204		#61	Google Pixel - Dream Job	52
#20	Starbucks - Monday	197		#62	FanDuel - Kicker	49
#21	Ritz Crackers - Saltiest	189		#63	ChatGPT - Progress	47
#22	Paramount Pictures - Mission: Impossible The Final Reckoning	188		#64	Coffee-Mate - Tongue Party	47
#23	Red Bull - Penguins Can Fly	161		#65	Universal Parks - Multiple Adventures in One	47
#24	Tubi - Cowboy Head	156		#66	Duracell - Brady Reboost	43
#25	Rocket - American Dream	155		#67	Homes.com - This Isn't an Ad	39
#26	Budweiser - First Delivery	143		#68	Tubi - Gen Z Takeover	37
#27	Lay's - The Little Farmer	133		#69	Reese's - Lava	35
#28	Nike - You Can't Win	132		#70	Dove - Keep Her Confident	30
#29	Mountain Dew - Kiss From A Lime	131		#71	FanDuel - Kick of Destiny 3	29
#30	Ray-Ban - Hey Meta, Who Eats Art?	130		#72	Foundation to Combat Antisemitism - Hate	29
#31	Novartis - What Matters Most	128		#73	NYU Langone Health - Huddle Up	28
#32	Universal Pictures - M3GAN 2.0	127		#74	Skechers - Hands Free Slip-ins	27
#33	Skechers - Gliding	124		#75	DraftKings - Bet $5 Get $200 Instantly	27
#34	Little Caesars - Whoa!	124		#76	Foundation to Combat Antisemitism - Hate	21
#35	Taco Bell - The Grande Escape	123		#77	Taco Bell - $7 Luxe Cravings Box V2	20
#36	HexClad - Alien	119		#78	Disney+ - What If?	20
#37	Novartis - What Matters Most	116		#79	Intuit TurboTax - Now Taxes Is So Sweet	17
#38	YouTube TV - Good TV	111		#80	VRBO - Host ft Nick Saban	16
#39	Nerds - Something Wonderful	109		#81	Totino's - Chazmo Finally	13
#40	WeatherTech - Whatever Comes Your Way	103		#82	Booking.com - Getaways for Prima-Donnas & Parents	13
#41	Doritos - Abduction	97		#83	Angel Soft - Potty-Tunity	11
#42	Bosch - #LikeABosch	97		#84	Jordan Brand - Love, Hurts	11
#43	Homes.com - Still Not Saying We're The Best	89		#85	H&R Block - So Easy to Switch	10
#44	Tubi - Born to Love Westerns	89		#86	Marvel Studios - Collateral Stains - Bus Stop	8
#45	Pringles - The Call of The Mustaches	82		#87	Skyrizi - In the Pictures	7
#46	Intuit TurboTax - Now Taxes Is So Sweet	81		#88	Adidas - You Got This	6
#47	GoDaddy - Act Like You Know	78		#89	Google Pixel - Keep Talking Gemini	6
#48	Salesforce - Dining Alfiasco	77		#90	Intuit QuickBooks - Start Designing	2
#49	Hellmann's - When Sally Met Hellmann's	76		#91	Progressive Insurance - Dr. Rick Fireside	1
#50	Stella Artois - David and Dave	75		#92	Progressive Insurance - Backups	1
#51	Coors Light - Mondays	73		#93	Tide - Collateral Stains - Bus Stop	0
#52	Pizza Hut - I Wouldn't Lie	71		#94	Cascade - The Problem Isn't Your Machine	0

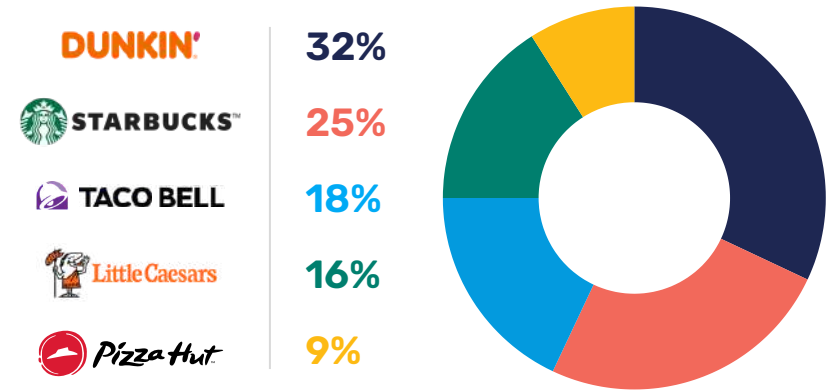# Belichick, Dunkin' Among Big Game's Big Winners

With eight NFL titles to his name, former New England Patriots head coach Bill Belichick is no stranger to Super Bowl success — but this year, his success came during the ad breaks for Dunkin'. Belichick was the third most engaging celebrity of the night, and Dunkin' outperformed its peers in the Restaurant category.

See every Super Bowl LVII celebrity ad performance at EDO.com/sb-celebs
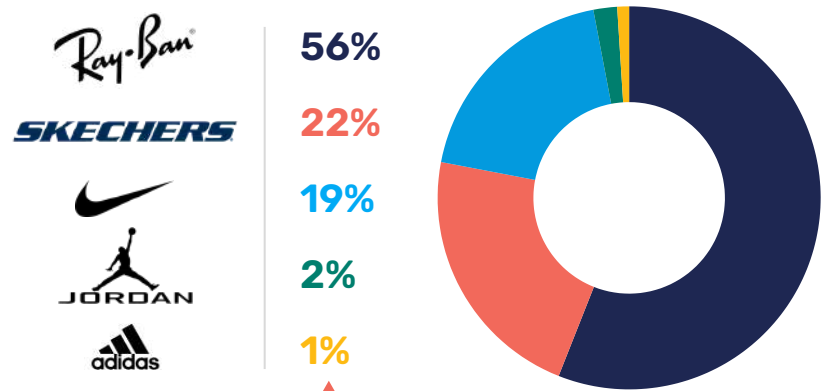
Super Bowl Share of Search for Key Categories

See which brands took home the Super Bowl crown in their respective industries. For all the major categories of advertisers, we ranked Super Bowl advertisers by "Share of Search" in their respective verticals. **Don't see your category listed? Reach out — EDO.com/NFL**

Restaurants

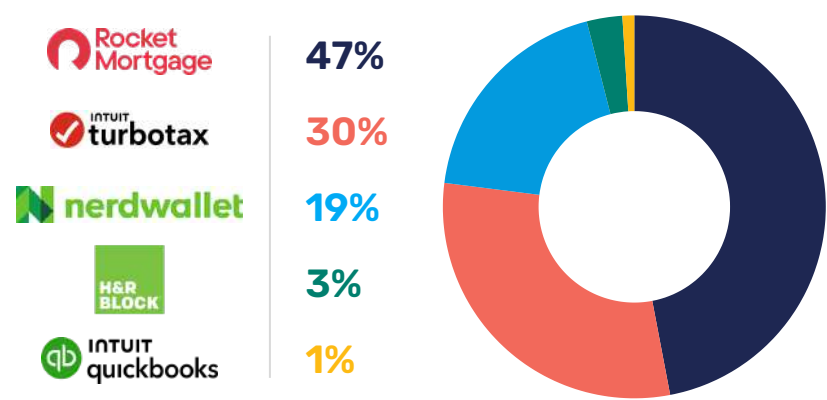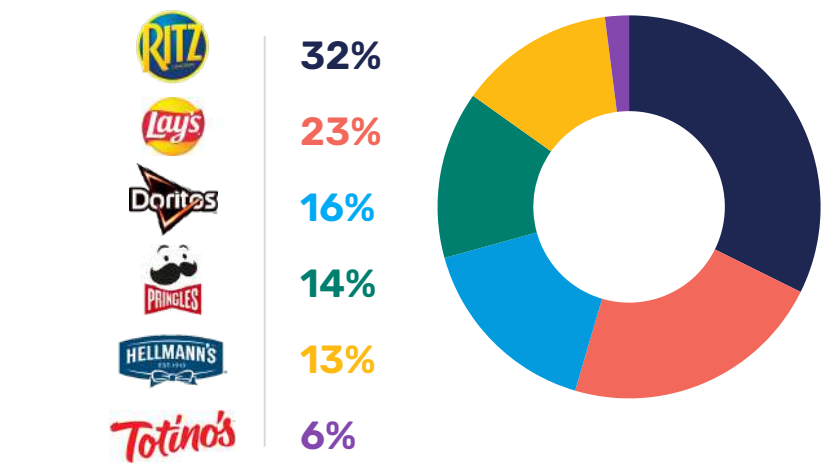|	
DUNKIN'	32%
STARBUCKS	25%
TACO BELL	18%
Little Caesars	16%
Pizza Hut	9%

Retail

Ray-Ban	56%
SKECHERS	22%
Nike	19%
JORDAN	2%
adidas	1%

*READ AS: Brand was **x% more effective than the average** category ad during the 2025 Super Bowl.

Financial Services

Rocket Mortgage	47%
TurboTax	30%
nerdwallet	19%
H&R BLOCK	3%
intuit quickbooks	1%

CPG Food & Beverage

RITZ	32%
Lay's	23%
Doritos	16%
Pringles	14%
Hellmann's	13%
Totino's	6%

Most Engaging Celebs

Harrison Ford
Jeep — **13.2x more effective***
Freedom

Harrison Ford encourages us to embrace freedom and chart our own path with Jeep's gas, hybrid, and electric autos.

Willem Dafoe
Michelob Ultra — **6.1x more effective***
The Ultra Hustle

Michelob Ultra's pickleball ad stars Willem Dafoe, Catherine O'Hara, Sabrina Ionescu, Randy Moss, and Ryan Crouser.

Bill Belichick
Dunkin' — **5.3x more effective***
The Bean Method

Ben and Casey Affleck, Jeremy Strong, Bill Belichick, Druski, Kevin Smith, and Jason Mewes star in a Dunkin' ad poking fun at rivals with fancier coffee products.

Morgan Freeman
Homes.com — **5.0x more effective***
Still Not Saying We're The Best

Morgan Freeman, Dan Levy, and Heidi Gardner make the case that Homes.com is the best(.com). Taika Waititi directs.

Matthew McConaughey
Salesforce — **4.2x more effective***
Dining Alfiasco

Salesforce reunites True Detective co-stars Matthew McConaughey and Woody Harrelson to highlight its AI.

*READ AS: Consumers engaged with this Super Bowl celebrity x times more than they did with the median Super Bowl celebrity.

Kendrick Makes an Impact

Kendrick Lamar's buzzworthy halftime show featured appearances from SZA and Serena Williams, driving massive engagement for the "Not Like Us" rapper. In fact, the incremental engagement we saw for Kendrick during the Super Bowl was 57 times that of the game's top-performing brands, Starlink and T-Mobile.

Kendrick was **726x** more engaging than the average Big Game brand.

What do Las Vegas, New York, and Miami all have in common? **They're three cities where consumers were far likelier than average to engage with Super Bowl ads** across linear and streaming TV. Low-engagement Designated Market Areas (DMAs) include Dallas-Fort Worth, Detroit, and Seattle-Tacoma. New Yorkers were especially likely to engage with Quick-Serve and Streaming Platform ads, while Miami viewers over-indexed for engagement with Snacks brands.

High- and Low-Engagement DMAs

| LAS VEGAS **+31%** ∧	NEW YORK **+30%** ∧	MIAMI / FT. LAUDERDALE **+24%** ∧
DALLAS-FT. WORTH **-18%** ∨	DETROIT **-18%** ∨	SEATTLE-TACOMA **-16%** ∨

Women aged 18-24 were 48% more likely than average to engage with all Super Bowl ads across convergent TV. This advantage with young women was particularly strong for soft-drink brands:

Soda ads were 188% more effective with Women 18-34

than the average convergent TV Super Bowl viewer.

Raspberry Rose
Poppi
5g Sugar
Soda's Back

+366%
+102%
+217%
+117%
+72%
+135%
+155%
+239%
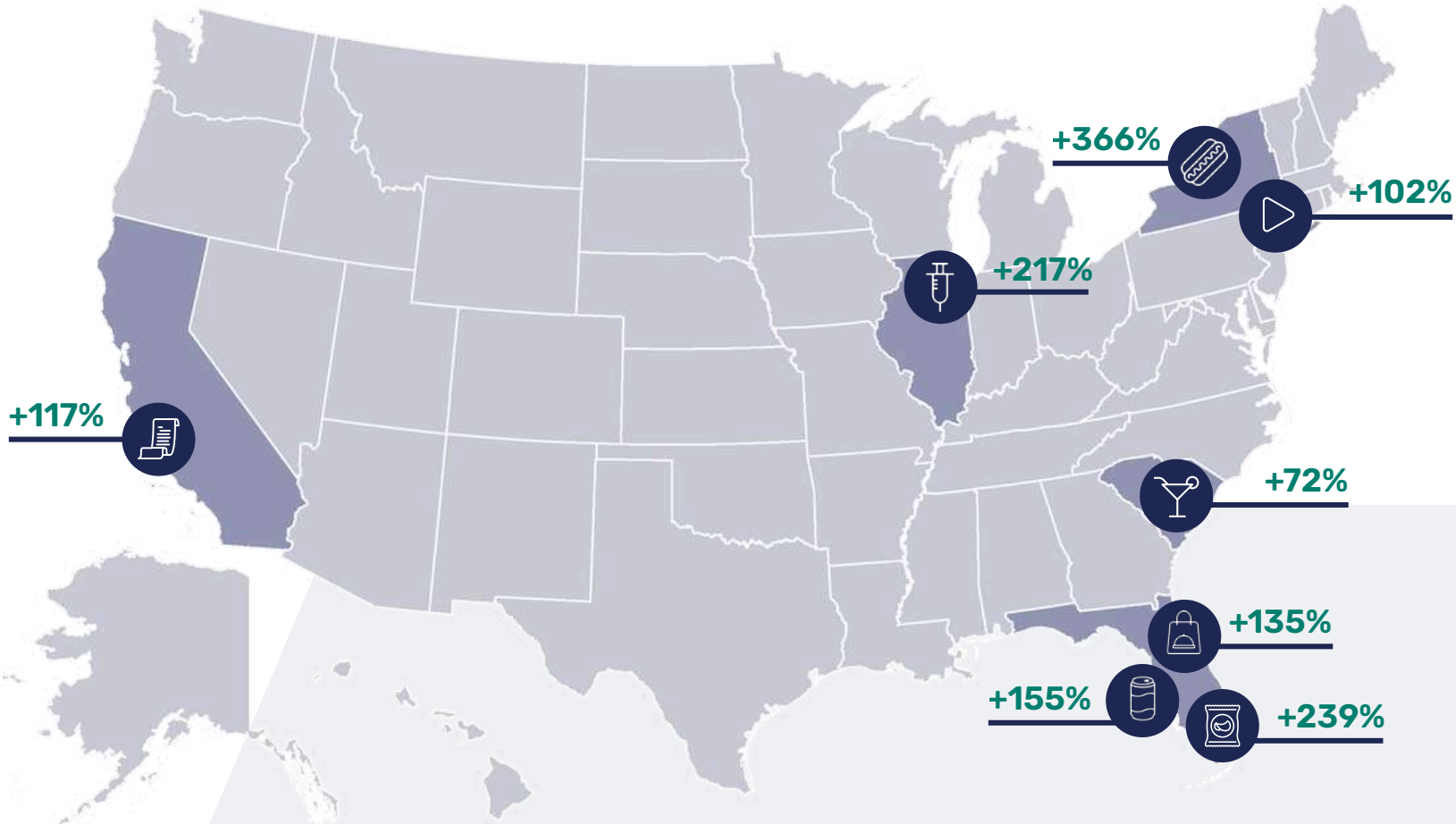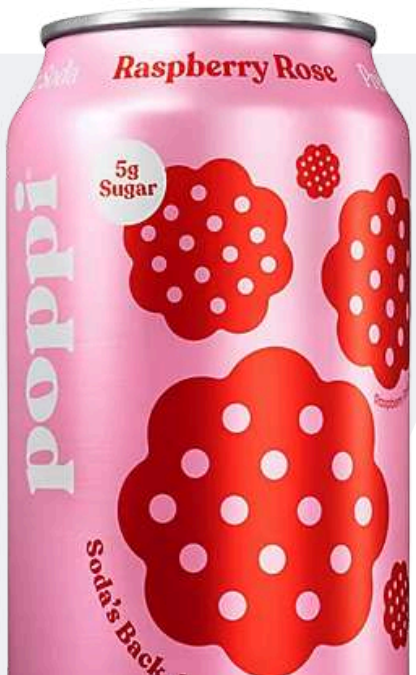
Outperforming Categories By City

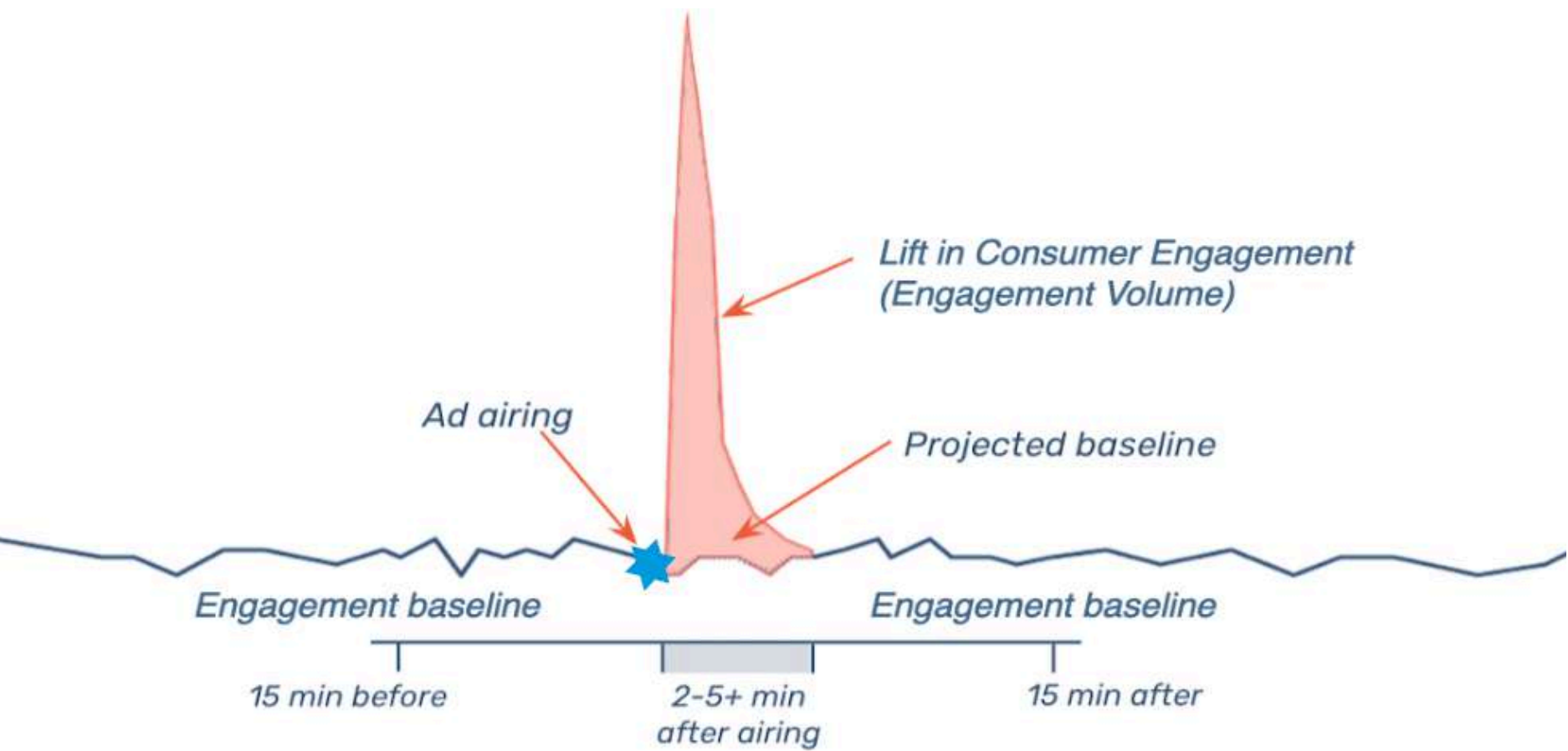| Category	City
Beer, Cider, Hard Seltzer & Cocktails	Greenville **+72%**
Streaming Platforms	New York **+102%**
Tax Services	Los Angeles **+117%**
Delivery Services	Orlando **+135%**
Soda	Tampa-St. Pete **+155%**
Snacks	Miami-Ft. Lauderdale **+239%**
Quick Serve	New York **+366%**
Pharmaceutical	Chicago **+217%**

*READ AS: Category ads during Super Bowl LIX were **xx%** more effective than average when shown to viewers in this Designated Market Area.*

Every Ad, Everywhere, All At Once

Connect Occurrences to Outcomes with EDO Syndicated Data

EDO equips clients with accurate investment-grade signals — measuring the real-time impact of ads on business outcomes. Across multiple industries, studies have found that **an increase in online engagement for a brand leads to increased market share.** EDO has built its own proprietary ad database to capture every national linear ad since 2015, along with a proprietary outcomes model of minute-by-minute online engagement behavior — which has a proven link to business results.

EDO definitively ties each airing to ad-driven engagement by **measuring the incremental spike in brand engagement created by an ad within minutes of airing.** We then ensure apples-to-apples comparison between ads by controlling for impressions, duration, & other factors like seasonality.

Lift in Consumer Engagement
(Engagement Volume)

Ad airing

Projected baseline

Engagement baseline

Engagement baseline

15 min before

2-5+ min
after airing

15 min after

EDO TV AD DATABASE

Every national linear ad since 2015, including your brand's and your competitors'

325 MILLION
ad airings

2.3 MILLION
creatives

32 THOUSAND
brands

110 TRILLION
impressions

Learn more about TV Outcomes — hello@edo.com

EDO is the TV outcomes company

We are the leading platform for measuring predictive behaviors driven by Convergent TV advertising. By combining real-time engagement signals with world-class decision science, our data maximizes creative and media performance for leading brands, TV networks, entertainment studios, and ad agencies.

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